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### Let Me Introduce Myself To You...

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So with all the excitement of writing my first blog entry for 944, I completely forgot to introduce myself and tell you who I am and what I'm all about! Don't worry; I won't bore you with all the mundane childhood details from when I was 11 at sleep-away camp. I'll try and keep it short and to the point.

My name is Jennifer Cohen and I started my own company called No Gym Required about two years ago. The philosophy is pretty easy: Give people simple solutions they can integrate into their lives to become healthier and more fit! I'm not saying that people shouldn't go to the gym - I love going to the gym fyi...when I have time - I'm just saying it's not the be-all and end-all to being healthy and fit. I want to give people alternatives that are just as effective and most of the time easier on the schedule and on the wallet!

My brand was born out of my years of working as a personal trainer with a variety of clients from actors to pop stars to executives to housewives. I realized that no matter how fancy the gym was, I never seemed to use the state-of-the-art equipment that surrounded me. I always found myself in the corner using the most basic stuff like my client's own body weight. Go figure! You don't need a fancy gym membership and a \$200-an-hour trainer to get results. Who knew!! Oops, guess I just talked myself out of a job...

Sometimes people don't realize what a powerful tool their own body weight can be! Those sit-ups, push-ups, and pull-ups might not seem to make a whole lot of difference when you start them, but if you stick with the whole package "exercise, healthy eating, and confidence" long enough, you'll definitely see results. Really. All you need to get and keep a healthier, fitter body is some very basic exercise equipment and some serious motivation!

The first product I developed under the No Gym Required brand was my NGR fitness shoe. They have an interchangeable weighted midsole that helps burn up to 50% more calories just by walking and blaa blaa blaa. Most important to me is that they are super cute and comfy" really. I wanted something I would wear myself you know.

I've also written a book called No Gym Required. The book is my no-fluff guide to a healthy lifestyle and its message is pretty simple: food, fitness, and motivation coupled with a strong, positive view of yourself. If you don't know you should: it's not just about fitness; health is about self confidence as well. Sexiness comes from within! [How many times have you met somebody, thought they were absolutely beautiful and within minutes that beauty fades because of their attitude, insecurity, and overall energy???]

I'm all about working with what you've got. If you're a 5'2" brunette with a lot of curves, that's who you are! You have plenty of positive attributes (those curves, for example), and you should work at emphasizing them rather than strive to be someone else. Genetics play a MAJOR role in what you look like no question. If you're that petite brunette and you're always striving to become a 6'0" Giselle, you're always going to be disappointed with yourself. Be the best YOU can be and you'll look amazing.

And don't forget about healthy eating! My fellow 944 blogger The Stiletto Chef can help you with that... I can't stress enough how important it is to eat well "it is around 70% of the battle. You don't have to limit yourself to a bowl of lettuce and a few celery sticks to keep a hot figure "far from it! There are plenty of tasty, interesting, and flavorful recipes you can use to feel better, look better, and be healthier. There are some in my book but I'll make sure to give you a taste (ha ha) of them here in the future as well.

So if you want to get healthy, toned, and motivated, stay tuned. I'm going to dish out plenty of tips and advice in my upcoming blogs!

Be healthy!  
Jen

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